

# HOW TO CHOOSE COLORS and FURNISHINGS FOR YOUR HOME



*By*  
Hazel H. Adler

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# HOW TO CHOOSE COLORS AND FURNISHINGS FOR YOUR HOME

By *HAZEL H. ADLER*

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Written Especially for Sears, Roebuck and Co.

Dedicated to the American Home and to the Service  
of American women as a practical  
guidance in creating tasteful  
and charming homes

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# PRINCIPLES OF INTERIOR DECORATION

**T**HE attractiveness of a home is not dependent upon the amount of money expended upon its furnishings. A little money wisely spent accomplishes a great deal more than large expenditures for furnishings chosen without thought, knowledge and taste.

## Planning the Decoration

The mere assembling of furniture and furnishings in a room even though each individual item may be very good in itself is not Interior Decoration. A tasteful and harmonious effect can only be obtained with careful planning. Just as an architect plans a house or an artist plans a picture, a room should be *completely planned* before the furnishings are purchased.

In planning the decoration of a room, there are several things to be considered, among which the most important are

- The amount of money to be spent;
- The location and type of house;
- The size and exposure of the room.

## Getting the Most For What You Spend

If you have \$200 to spend for the furnishing of a room, it would be obviously unwise to spend \$150 for a suite of furniture. You could not do justice to the room, to the furniture or the comfort and convenience of your family with the remaining \$50. In buying furnishings for a room, it is well to remember that you are not simply buying furniture or draperies or floor coverings, but rather a complete Decorative Scheme. If you spend too much for some things, it will prevent you from completing the decoration in a suitable and appropriate way.

Many different types of furniture, floor coverings and decorative fabrics can be bought for many different prices and each type has uses for which it is particularly fitting and appropriate.

A fibre or linoleum rug is suitable with wicker or simple painted furniture, but it is not suitable with velour upholstery.

Luxurious furniture demands luxurious furnishings, but they are in no better taste than the simpler things, providing the decorative scheme is colorful, harmonious and interesting.

You will not get the most for what you spend unless you are able to create an appropriate and tasteful setting for the things you buy, therefore, unless you have a great deal to spend, it is wiser to strive for the effect of the whole, rather than that of individual items. \*Budget the amount you have to spend over all the items necessary to *complete* the decoration of the room before you select the articles to be purchased.

## Choosing Furnishings to Harmonize with The Location and Type of House

A decorative scheme which is attractive in a city house is not equally attractive in a country house. In the same way, the type of decoration

which adds to the picturesqueness of a Florida or California bungalow would appear "affected" and out of place in the type of bungalow popular in the North, East or Middle West.

A country home should be light, airy, simple, hospitable and informal, while a city house may be quite formal and elaborate. A suburban house combines the elements of both country and city life, and therefore, can have both formal and informal rooms or a decorative scheme which includes certain characteristics of both types. Different localities call for different types of decoration.

The home is the background for family life, and should be decorated in keeping with the tastes and activities of the people who live in it.

Some people prefer to live in city apartments—others suburban residences. Some desire homes of cottage type while others prefer bungalows. Some people prefer Colonial architecture while others like English or Spanish. Some people like tall, stately houses, while others like low, rambling ones.

The cottage, the farmhouse, the bungalow, the Italian Villa, or English Manor House are all equally charming when characteristically decorated.

Furnish your home to express yourself—do not copy your neighbors. Put into your home only things which are *useful* as well as beautiful. Furnishings which are out of keeping with the type of house in which they are placed are an "affectation" and in bad taste.

## The Magic of Color

COLOR is the magic which transforms the simplest rooms into charming and delightful places in which to live, while its absence robs the most elaborate of true beauty and interest.

Nobody wants to live amid drab and cheerless surroundings. They have a most depressing effect upon our spirits. A gay, cheerful and colorful home environment goes a long way toward making a happy, cheerful and contented family. A harmonious and effective use of Color is the simplest and most inexpensive means to a beautiful, distinctive and tasteful home.

THE INTERIOR DECORATION COLOR HARMONY CHART, pages 12 and 13 of this book, offers a wide selection of Harmonious and Approved Color Schemes for Home Decoration.

### WALLS:

The wall is the first and most important consideration in building up a decorative scheme for any room. The wall is the largest area in the room. It is the background and setting for all furnishings and is most important in the effect produced by the completed room.

By the proper use of Color on the walls, the same room may be made to appear larger or smaller, higher or lower, warmer or cooler. The dark room may be brightened, or the bright and glaring room made soothing and restful.

\*See Home Furnishing Budgets—pages 22-24.



SMALL ROOMS can be made to appear larger by the use of light colors on the walls. Ivory or Light Blue or Green, or colors tinged with Blue or Green are particularly good for the reason that these colors have a tendency to make surfaces appear more distant than they are actually.

LARGE ROOMS can be made to appear more cozy and hospitable by the use of stronger tones on the walls. Dark, sombre, muddy or crude colors are never desirable.

DARK ROOMS may be made to appear lighter by the use of light colors on the walls. Light Gray, Buff, Cream and Ivory are good in dark rooms as well as in small rooms, but *Yellow* is the best color for this purpose because Yellow reflects more light than other colors.

A NORTHERN AND EASTERN EXPOSURE limits the natural sunlight in a room and the use of warm colors (those with a Yellowish cast) adds cheerfulness and warmth.

A SOUTHERN OR WESTERN EXPOSURE is apt to be over-bright and glaring, and can be made more restful by the use of cool colors—those with a Green, Blue or Lavender cast.

### Wall Treatments

The choice between paint and wall-paper should depend upon the finish of the wall, the nature of the room and the type of furnishings to be used in its decoration.

If the plastering job is a good one, a painted wall is often desirable. Walls decorated with oil paint can be washed and always kept bright and clean. A particular color desired for the room can always easily be procured in paint. A plain painted wall is a good selection for a small room if the walls are in good condition, but a plain wall-paper can be used to equally good advantage if the walls are not prepared for paint.

The choice of draperies or floor covering may determine the wall treatment. If large and striking patterns are used, the wall is always best treated with paint, or plain or small and inconspicuously patterned wall-paper.

A decorative and harmonious design in wall-paper tends to overcome the shortcomings in furnishings and, if well chosen, adds interest to the room.

Paint lends itself to many attractive effects such as panelling, stippling or mottling. A well painted wall in a pleasing color gives a luxurious and dignified appearance to a room. A good quality flat finish oil paint is essential.

### WOODWORK:

Light woodwork is generally found to be more preferable for the average home than dark stains or veneers. Ivory or Cream enamelled woodwork always offer a pleasing and safe selection. If natural woodwork is desired, it is best treated with a medium Walnut stain in dull or waxed finish effect.

Woodwork is also attractive when painted a slightly lighter or darker shade of the wall, providing of course the wall color is of a delicate and

beautiful tone. Light Lavender, Pale Green or Green Blue woodwork give a very smart appearance to a room.

### CEILING:

Ceilings are usually neglected. They should be tinted a *very light* tone of the wall color instead of being left White. A tinted ceiling adds to the finished appearance of the room.

HIGH CEILINGS often detract from the homelike appearance of a room. When tinted a slightly deeper tone than a normal ceiling, they appear lower. A high ceiling can also be made to appear lower by bringing the ceiling color down two or three feet below the ceiling cove, and covering with a wide molding the line where the wall and ceiling colors meet. This treatment not only tends to reduce the height of the walls, but also has a tendency to bring the ends of the room closer together, making the entire room appear smaller and more hospitable.

### Arrangement of Furnishings

The proper placing of furniture and furnishings is highly important in achieving a Harmonious and well-balanced effect.

Furniture should be "grouped" and not merely placed or scattered throughout a room. The "groupings" should be made for comfort and convenience and also to give balance and symmetry to the room.

Large pieces of furniture should be placed at opposite sides of a room and parallel with or at right angles to the walls.

If small rugs are used, they should not be scattered in a hit or miss fashion, but arranged parallel with or at right angles to each other and the walls.

A cat-a-corner arrangement of either furniture or rug spoils the symmetry of the room.

Bold or conspicuous designs and colorings in rugs and carpets are to be avoided except in the case of a small occasional rug. Floor coverings should keep their place on the floor, and therefore plain rugs or carpets of subdued all-over patterns, neat borders and open centers are preferable to large, conspicuous and striking designs.

Avoid the use of too many *different* patterns in a room.

Use large areas of plain surfaces to balance the figured materials.

A great many people do not know when to stop furnishing. It is better to have too little furniture than too much. A cluttered room shows a lack of artistic appreciation and good taste. Keep everything out of the room which is not an accessory to the furnishing or decorative plan. Brick-a-brac curios and mementos have no place in the family rooms of the house. The elimination of elaborate and useless ornaments and furniture is a fundamental step in the decoration of a room.

It is the "little things" which make a room distinctive and individual. Lampshades, lighting fixtures, cushions, pottery and well-chosen pictures or prints reflect the personal taste of the owner and contribute the final livable touches to a room.

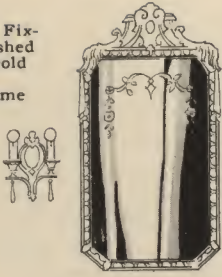


# LIVING ROOM FURNITURE

*\* Illustrations of furniture and furnishings used in living room pictured on opposite page and FLOOR PLAN of furniture arrangement of the complete room.*

*The furniture is all in Walnut finish.*

Side wall Fixture finished in Dull Gold and Polychrome



Old Gold and Silver Polychrome Mirror



Central Lighting Fixture finished in Dull Gold and Polychrome

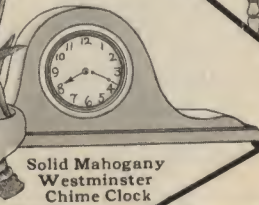
Small Occasional Table



Flower Bowl of Iridescent Glass



Solid Mahogany Westminster Chime Clock



Decorated Fernery



Spinet Desk and Chair



Etched Glass Vase

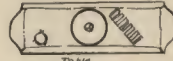


Beckwith Upright Piano

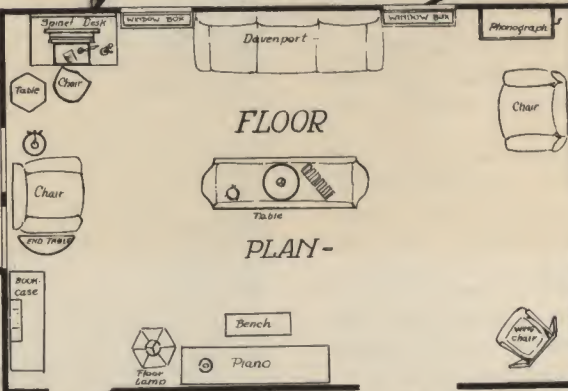
Truphonic Phonograph in beautifully designed Console Cabinet



FLOOR



PLAN-



Floor Lamp in Dull Gold and Black with Orange and Tan shade

Bridge Lamp shaded Bronze finish Bobolink Georgette Shade



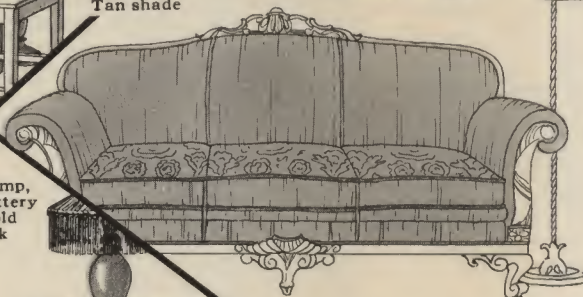
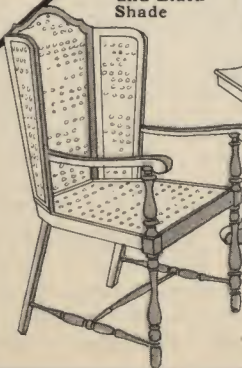
Bookcase



Solid Mahogany Candlestick

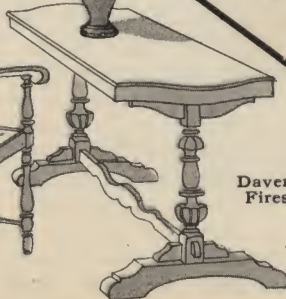


Table Lamp, Black Pottery base, Gold and Black Shade

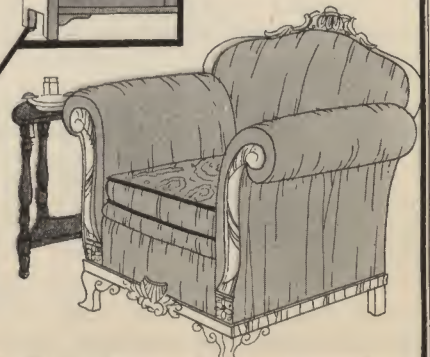


Carved Frames, Mohair Covering. Figured Seats in blended colorings.

Davenport Table Fireside Chair



Half round decorated End Table





## LIVING ROOMS



*Luxuriously Furnished Living Room in Cream, Mulberry, Taupe, Jade and Orange*

A Warm Cream wall and Ivory woodwork bring sunlight into a room of bleak Northern and Eastern exposure.

Plain, seamless, broadloom Wilton velvet carpet in Soft Mulberry covers the floor.

The luxurious depth of the pile gives a delightful feeling of restfulness.

The window draperies are of Mulberry and Gold sunfast damask edged with Mulberry fringe. Cream sunfast French marquisette glass curtains bound with Jade silk softens the light entering the windows.

### WESTMINSTER DESIGN



*Wall-paper pattern which could be substituted for the painted wall in above room.*

THE beautifully designed and luxuriously upholstered davenport and easy chair give this room an air of elegance and refinement.

The frames are delicately carved Walnut finish. The covering is Taupe mohair with figured seats in blended colorings.

The spinet desk, davenport table, fernery and small tables are in keeping with the dignified character of the decorative scheme.

Touches of Jade and Orange in pillows and table runner provide additional Color interest.



# THREE ATTRACTIVE LIVING ROOMS



## *\*A Well Furnished Living Room*

COLOR SCHEME—Blue, Rose, Cream, Taupe and Gold.

WALL-PAPER—Blended foliage pattern in Cream, Rose, Blue and Light Taupe.

WOODWORK—Rich Cream.

RUG—Two-tone Taupe velvet.

FURNITURE—Davenport and easy chair upholstered in luxurious Blue self-toned figured velour. Frames, Walnut finish. Attractive and practical secretary, two small bookcases, desk chair, cabinet phonograph, fernery and end table in Walnut finish.

DRAPERIES—Blue valance and Blue and Gold side draperies—(sunfast rayon). Gold marquissette glass curtains—(French sunfast marquissette).

ACCESSORIES—Mantel mirror, dull Gold finish. Floor lamp, Dull Gold and Black; shade, Black and Orange. Side wall lights, Antique Green Gold and polychrome. Fire irons and coal chest, Bronze and Mahogany color enamel. Mantel clock in rubbed Mahogany finish. Sofa cushions, Rose silk. Mirror cords.

## *\*Cozy and Delightful Cottage Living Room*

COLOR SCHEME—Pale Green, Mulberry, Taupe and Amber.

PAINTED WALL—Soft Green Tint.

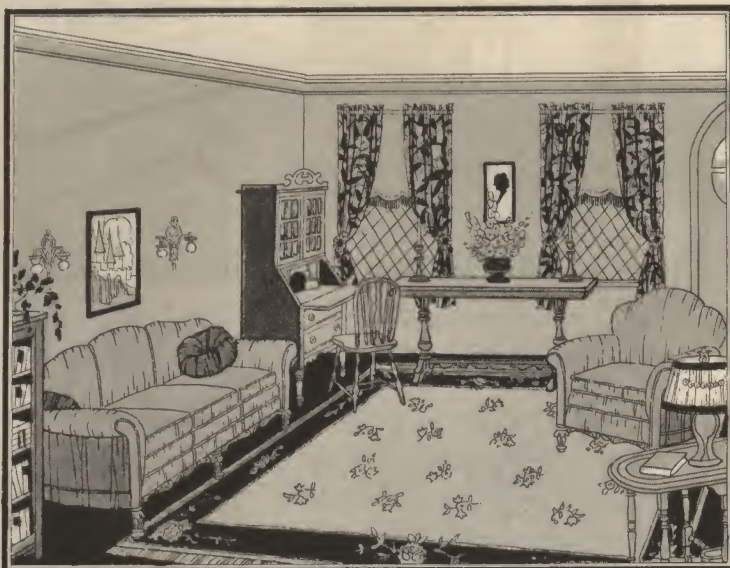
WOODWORK—Ivory.

RUG—High-grade seamless velvet rug; Chinese design and colorings. Taupe background.

FURNITURE—Davenport and easy chair upholstered in Mulberry velour. Frames, Mahogany finish. Secretary, desk chair, davenport table, small oval table and bookcase in Mahogany finish.

DRAPERIES—Colorful floral cretonne; Tan background. Scalloped and fringed window shades, Sand color.

ACCESSORIES—Side wall fixtures finished in Dull Gold. Table lamp—Black pottery base and Persian Rose shade. Flower bowl—Blue glass, Ebony stand. Candlesticks—Brown Mahogany, Gold and Yellow candles. Extra cushions on davenport of soft silk in a rich Amber shade.



## *\*Cheerful and Comfortable Farmhouse Living Room*

COLOR SCHEME—Blue, Brown, Cream and Old Rose.

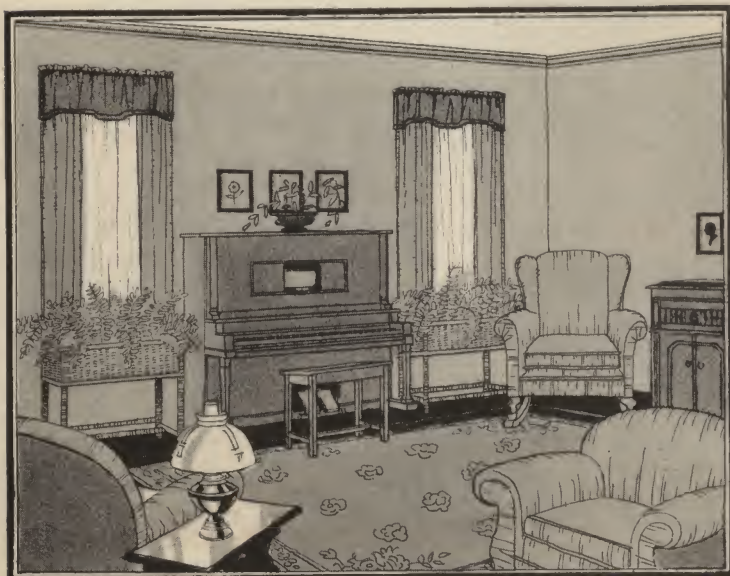
WALL-PAPER—Blended foliage pattern in Gray, Blue, Cream and Old Rose.

WOODWORK—Cream.

RUG—Seamless Axminster of Chinese design and colorings. Blue and Taupe.

FURNITURE—Comfortable wing back rocker upholstered in Brown Spanish grained leather. Easy chairs upholstered in soft-toned Jacquard velour. Beckwith player piano and bench and end table with book trough in Mahogany finish. Parlor stove in phonograph type cabinet. Wicker ferneries in Cafe-au-Lait.

DRAPERIES—Blue valance; Rose side draperies—(Cotton Shantung). Fine Cream marquissette glass curtains.





# HALLS AND SUN ROOMS



*\*Decorative Scheme for Small Hall*

Ivory walls and woodwork are especially desirable for dark halls and make a small hall seem more spacious. Fawn Gray telephone stand and bench and gateleg table in Walnut finish. Small figured velvet rug. Orange lampshade. Blue pottery flower bowl.

A Sun Room brings the outdoors into the Home

*\*A Sun Room adjoining the Living Room*



Furnishings by Sears, Roebuck and Co

HALLS are the threshold of the home. Their decoration should not be neglected. It is here that the first impressions of visitors are formed.

Keep the walls light. Avoid large, clumsy or unnecessary furniture. Arrange the furniture close to the wall so that the passageway to the rooms is not obstructed.

A small table and mirror lend a hospitable atmosphere to a small hall. A telephone stand, preferably of decorative type, is convenient. If there is room for a chair, it should be of formal type.

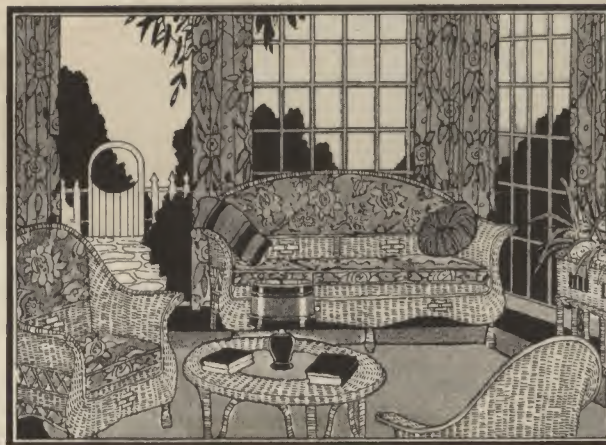


*\*Decorative Scheme for Larger Hall*

Pearl Gray panelled wall; Dull Walnut console; Tudor chair upholstered in tapestry; small velvet rug, Chinese design; glass fish bowl; polychrome mirror; mirror cords. A cheerful, comfortable hall for the visitor to enter.

A Sun Room provides an all-year-round Porch

*\*A Spacious and Attractive Sun Room*



## Sun Rooms Should be Gay and Colorful

Reed or fibre-craft furniture, linoleum or grass rugs, bright cretonnes or colorful sunfast rayons are the ideal furnishings for sun rooms.

Outdoor porches are often enclosed and converted into sun rooms for the winter months, and in this way offer an additional family living room—a valuable annex to every household.

An enclosed porch for all-year-round purposes is often more desirable than a large open porch, as it insures greater privacy and more comfort.

Sun rooms which adjoin living rooms or dining rooms, if they are separated by French doors, can be decorated as individual rooms.

If they are divided only by an open archway, they should be decorated as an alcove, using the same wall color as the living room. If a cretonne is used in the living room, the same pattern should be used in the alcove sun room. If a plain material is used for draperies in the living room, a bright cretonne may be used for the windows in the alcove.

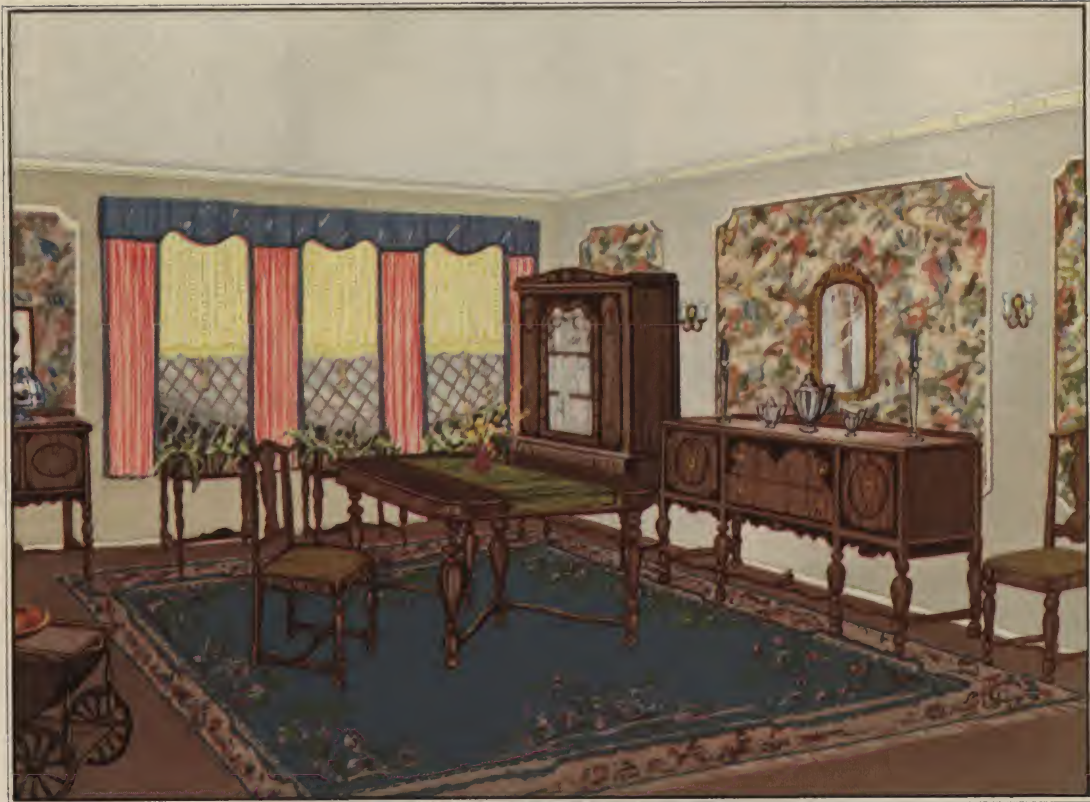
*\*An Alcove Sun Room*



\*See Budget page 22 for prices.



## DINING ROOMS



*Luxuriously Furnished Dining Room in Gray, Rose, Blue and Gold*

**A**N inexpensively yet delightfully furnished dining room that reflects a bright, cheerful atmosphere with an inviting note of quiet dignity and elegance.

Pearl Gray painted walls with wall-paper panels. Beachwood design in Soft Gray, Blue and Rose provide a beautiful and decorative background for a sunny dining room.

The rug is a high-grade Karnak worsted Wilton of Chinese pattern.

The window draperies are of Rose and Blue sunfast rayon. Austrian window shades.

**EAST OF MANDALAY DESIGN**



*Additional suggestion for wall-paper which could be substituted for the pattern illustrated in above room. With this design, Cream woodwork is preferable to Gray.*

**T**HE dining room suite is one of elegant simplicity in beautiful Walnut finish.

The commodious buffet, china cabinet, server and dining table are of a type which could grace the most pretentious home.

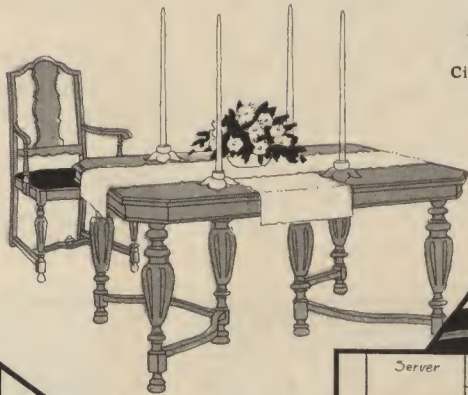
The graceful and beautiful ornamented pieces are designed in a pleasing period style and have the exclusive effect of custom built quality.

Any host or hostess could indeed be proud to entertain friends in this attractive, tasteful and well appointed dining room.



# DINING ROOM FURNITURE

*\* Illustrations of furniture and furnishings used in dining room pictured on opposite page and FLOOR PLAN of furniture arrangement of complete room. The furniture suite is American Dark Walnut finish.*



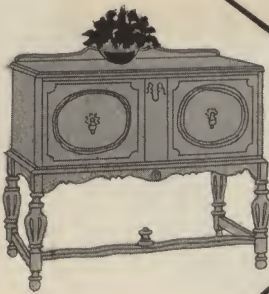
Dining Table,  
Walnut Finish,  
Turned Legs,  
Circular Stretcher

Central Lighting  
Fixture and matching  
side Fixture in Antique  
Gold with touches of  
Polychrome

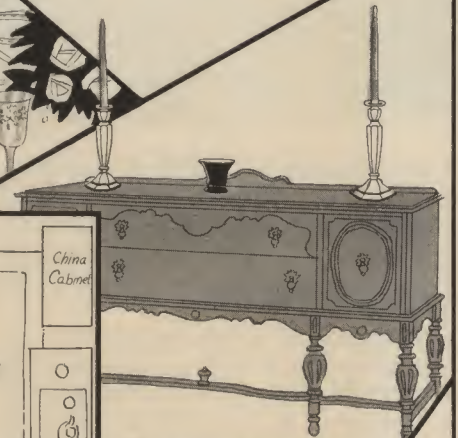
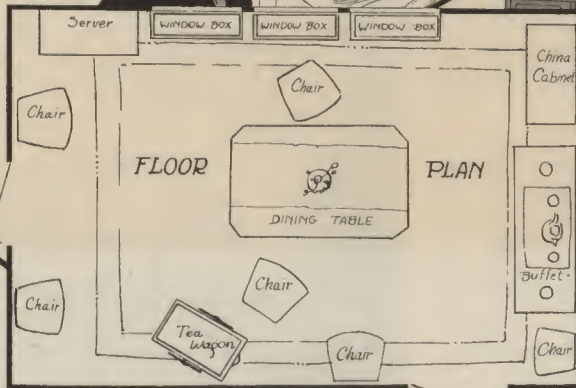


Well appointed  
Table

Matching Host Chair  
with Spanish Leather  
Seat



Matching Server



Matching Buffet with  
dustproof drawers and  
felt lined Silver Tray

China Cabinet



Tea Wagon in  
Walnut finish



Silver plated Coffee  
(or Tea) Set



Silver plated  
Flower Basket



Solid silver  
Candlesticks

Silver plated  
Fruit Basket



# THREE ATTRACTIVE DINING ROOMS



## *\*A Beautifully Furnished Dining Room*

COLOR SCHEME:—Rose, Ivory, Brown, Tan and Peacock.

PAINTED WALL:—Ivory.

WOODWORK:—Ivory.

RUG:—High-grade figured velvet in Chinese design and colorings—Brown predominating.

FURNITURE:—Dining room suite, Italian Renaissance design in American Dull Walnut finish.

DRAPERIES:—Valance Tan poplin; side draperies colorful cretonne; Tan background; Delicate Rose French marquissette glass curtains.

ACCESSORIES:—Silver plated coffee set, candlesticks and flower basket. Silver and Gold polychrome mirror. Blue glass fruit bowl. Peacock Blue linen table runner.

## *\*A Combination Living and Dining Room*

COLOR SCHEME:—Blue, Gray, Taupe and Mulberry.

WALL-PAPER:—Decorative all-over pattern in Soft Grays and Italian Blue.

WOODWORK:—Light Gray.

RUG:—High-grade seamless Axminster in Chinese design and colorings. Taupe and Blue predominating.

FURNITURE:—Walnut gateleg table which can be used both as living room and dining room table.

The server in Walnut finish is a practical and good-looking piece of furniture for this combination room.

The secretary and wing back chair are in Walnut finish. Period side chairs upholstered in tapestry; easy chair upholstered in Blue velour.

DRAPERIES:—Valance, Blue sunfast rayon. Side draperies, Blue and Mulberry.

ACCESSORIES:—Silver polychrome mirror. Floor lamp—Black and Gold polychrome, Rose and Tan shade. Smoker stand in Black and Gold. Silver plated candlesticks in hammered effect—Blue candles.



## *\*Cheerful and Tasteful Farmhouse Dining Room*

COLOR SCHEME:—Buff, Green, Tan and Taupe.

PAINTED WALL:—Buff.

WOODWORK:—Ivory.

RUG:—Seamless velvet in Chinese design and colorings. Taupe background.

FURNITURE:—Dining room suite, Walnut finish, simple and substantial lines. fibre-craft fernery.

DRAPERIES:—Valance, Green drapery poplin. Side draperies, Green and Tan floral cretonne. Glass curtains, Beige voile.

ACCESSORIES:—Silver plated coffee set, Candlesticks, fruit bowl; fern dish, Rose pottery. Patchwork wall hanging over buffet. Green linen table runner.



\*See Budget page 23 for prices.



# THREE ATTRACTIVE BREAKFAST ROOMS

## \*Modern Colorful Breakfast Room

A breakfast room is a luxury which soon becomes a necessity to every family which has enjoyed one.

COLOR SCHEME:—Cream, Green, Beige, Taupe and Brown.

PAINTED WALL:—Cream.

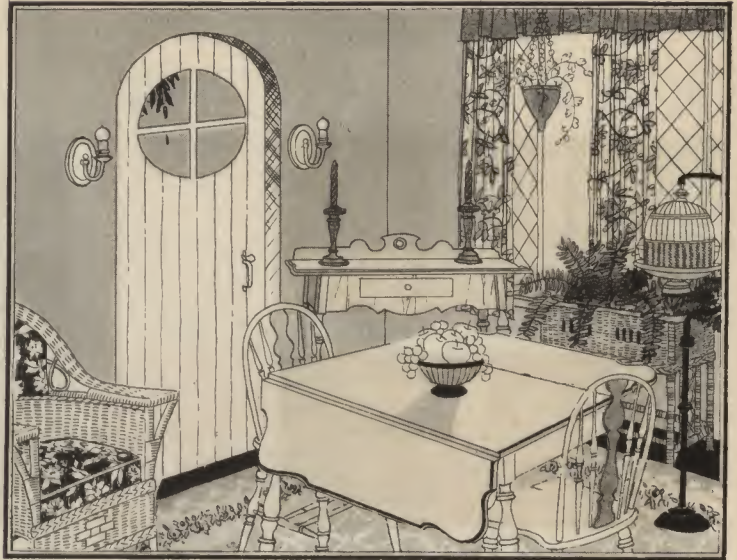
WOODWORK:—Nile Green.

RUG:—Wool and fibre, tile pattern, Taupe background.

FURNITURE:—Breakfast room set finished in Ivory, Blue trim. Fibre-craft fernery and reed easy chair in Golden Brown finish.

DRAPERIES:—Valance, Green drapery poplin. Colorful cretonne side draperies. Tan background.

ACCESSORIES:—Brass bird cage. Green glass candlesticks and fruit bowl. Side wall fixtures, Ivory finish.



## \*Alcove Breakfast Room

Perhaps you have a side porch adjoining the dining room which could be made into an alcove breakfast room.

COLOR SCHEME:—Blue, Tan, Cream and Mulberry.

PAINTED WALL:—Cream.

WOODWORK:—Ivory.

RUG:—Blue, seamless wool and fibre.

FURNITURE:—Breakfast set finished in Walnut; Ivory stripe.

DRAPERIES:—Mulberry drapery pongee valance. Natural Tan pongee side draperies.

ACCESSORIES:—Natural Tan linen table runner; Mulberry border.

## \*Pantry Breakfast Room

A large pantry can be made into a most attractive and convenient breakfast room.

COLOR SCHEME:—Green, Ivory, Rose and Gray.

PAINTED WALL:—Green Tint.

WOODWORK:—Ivory.

RUG:—Felt base rug in Gray and Black blocked pattern.

FURNITURE:—Breakfast room set finished in Cafe-au-Lait; Square fibre-craft fernery in Golden Brown.

CURTAINS:—Ready-made ruffled marquisette Rose dotted curtains.

ACCESSORIES:—Rose linen table runner; Blue tassels.





# INTERIOR DECORATION

## Living and Dining Room Color Schemes

## Bedroom and Breakfast Room Color Schemes

PAINTED WALLS					WALL-PAPER			
Ac-cent	Uphol-stery	Drapery	Floor Covering	Painted Wall	Wall-Paper	Floor Covering	Drapery, Upholstery	Ac-cent
								
Jade	Taupe	Dark Rose	Taupe	Cream	Lake Louise	Moss Green	Orchid and Pink	Spring Green
								
Violet	Brown	Henna	Blue	*Lt. Buff	Gloria	Lt. Mulberry	Soft Green and Gold	Laven-der
								
Yellow-Green	Henna	Copenhagen Blue	Brown	*Cafe-au-Lait	Calico Rose	Delft	Corn and Old Rose	Soft Blue
								
Gold	Blue	Lt. Mulberry	Mulberry	Pearl Gray	Southern Melody	Warm Gray	Rose and Soft Blue	Yellow
								
Blue Violet	Mulberry	Ecu	Tan	Green Tint	Crinoline Days	Lt. Taupe	Apricot and Lilac	Soft Green
								
Rose	Tan	Violet	Reseda Green	Ivory	Kilbourne	Lt. Tan	Turquoise and Salmon	Yellow

THE COLOR SCHEMES:—Each group of Colors provides a complete Interior Decoration Color Scheme.

PAINTED WALLS:—The paint Colors can be procured in Serotone wall paints. \*Light Buff is obtained by mixing White paint with the Buff paint. Cafe-au-Lait is obtained by mixing White paint with Sepia Brown.

FLOOR COVERINGS:—The Colors can be obtained in plain carpets, plain and figured rugs of various types. When figured floor coverings are used, the Color suggested should be the predominating Color of the carpet or rug. In some cases, it will be the background Color and in others the predominating Color of the pattern. Good rug designs are Harmoniously Colored and the other Colors may be relied upon to harmonize with the predominating Color and consequently with the Color Scheme of the room.



# COLOR HARMONY CHART

## Living and Dining Room Color Schemes

### WALL-PAPER

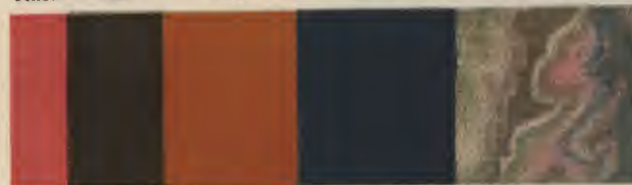
Accent Upholstery Drapery Floor Covering Wall-Paper



Burnt Orange Mulberry Green Blue Tan Babylon



Yellow Blue Rose Brown Mindanao



Old Rose Brown Old Gold Blue Montcalm



Soft Green Blue Lt. Mulberry Raisin Everglades



Violet Lt. Brown Copenhagen Brown Westminster



Soft Green Warm Gray Amethyst Warm Gray Humoresque

## Bedroom, Sun Room, Kitchen and Bathroom Color Schemes

### PAINTED WALLS

Painted Wall Floor Covering Drapery, Upholstery Accent



Ivory Old Rose Jade and Orchid Yellow



Shell Pink Warm Gray Maize and Iris Jade



Blue Tint Tan Salmon and Ecru Violet



Green Tint Brown Lavender and Champagne Salmon



\* Light Buff Delft Orchid Pink and Soft Blue Rose Pink



Pearl Gray Henna Soft Green and Lilac Apricot

**DRAPERY:**—The drapery Colors can be procured in rayons, cretonnes, sunfast cottons and linens, sateens and gingham. If a figured material is used, the Color suggested should be the predominating Color of the pattern.

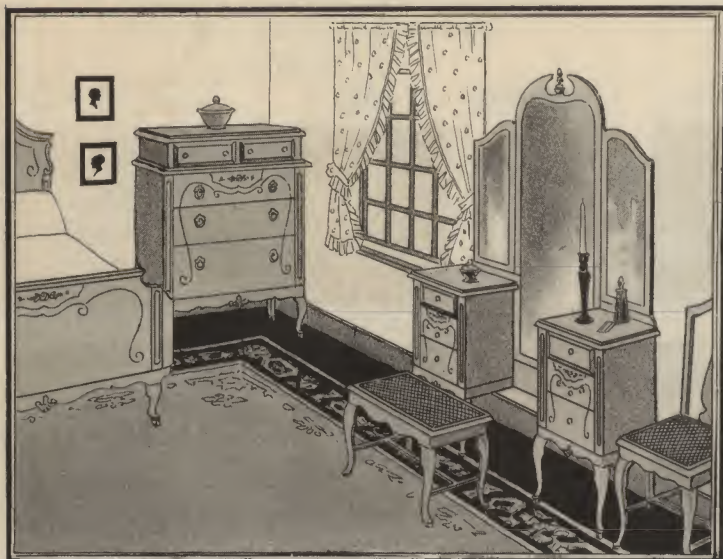
**UPHOLSTERY:**—The upholstery Colors can be obtained in mohairs, velours, tapestries, cretonnes and other types of upholstery materials.

**BEDROOM DRAPERY AND UPHOLSTERY:**—The Colors suggested for each bedroom scheme can be applied to overdrapes, bedspreads, dresser scarfs and table covers. One Color may be used as the main Color of both drapery and bedspread and the other added for trimming; or one Color may be selected for draperies and the other for bedspread.

**ACCENT:**—A bright accent Color is desirable for the decorative accessories of a room. These include pottery, lampshades, sofa cushions, table runners and drapery bandings or finishes.



# THREE ATTRACTIVE MASTER BEDROOMS



## \* *A Well Furnished Bedroom*

COLOR SCHEME:—Cream, Pale Blue and Rose.

WALL-PAPER:—Floral pattern. Soft Rose and Blue floral motifs on deep Cream ground.

WOODWORK:—Light Cream.

RUG:—Seamless wool and fibre; Taupe background; cretonne border.

FURNITURE:—Beautiful Queen Anne Bedroom set, American Dull Walnut finish. Overlays of bird's-eye maple with floral transfers.

DRAPERIES:—Blue dotted marquissette ready-made ruffled curtains. Bedspreads, Rose Shantung.

## \* *Gay and Charming Cottage Bedroom*

COLOR SCHEME:—Light Green, Orchid, Ivory and Yellow.

PAINTED WALL:—Light Green.

WOODWORK:—Ivory.

RUG:—Small wool and fibre rugs; Taupe background; cretonne border. Var-nished floor.

FURNITURE:—Queen Anne bedroom set; French Walnut finish; richly grained woods; Gold tinted decoration. Well pro-portioned and substantial.

DRAPERIES:—Valance, deep Lilac linen and side draperies; glass curtains, Cream voile. Bedspread, Orchid French voile.



## \* *Quaint and Delightful Country House Bedroom*

COLOR SCHEME:—Rose, Blue, Ivory, Reseda Green.

WALL-PAPER:—Large floral pattern in Gray, Blue and Deep Pink on Ivory ground.

WOODWORK:—Ivory.

RUG:—Small wool and fibre rug; Blue background.

Furniture:—Bedroom set of simple and graceful lines. American Walnut finish.

DRAPERIES:—Copenhagen Blue, Indian head, with soft Reseda Green, chambray borders. Glass curtains, Cream marquissette. Bedspread, unbleached muslin with Rose Indian head bandings. Chair slip cover Green and Tan dotted.



# THREE ATTRACTIVE SMALL BEDROOMS

## *\*A Delightful and Convenient Nursery*

COLOR SCHEME:—Baby Blue, Pale Pink and Cream.

WALL-PAPER:—Small figured pattern in Delicate Blue, Pink and Cream.

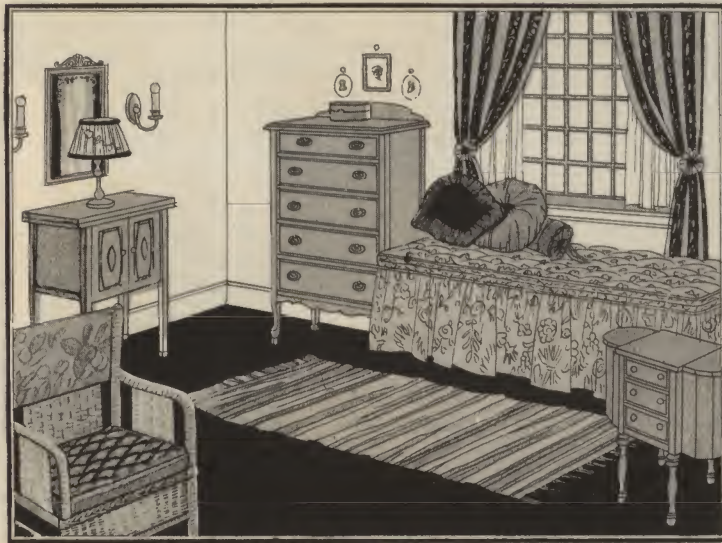
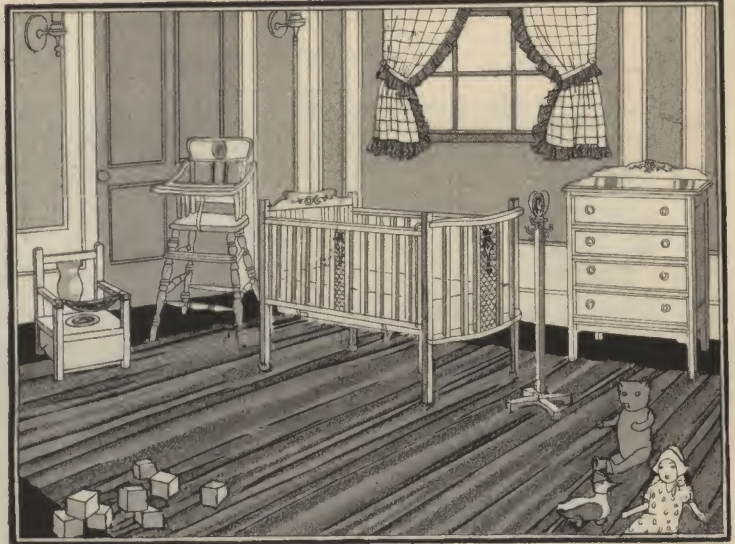
WOODWORK:—Ivory.

RUG:—Hit or miss pattern rag rug. Gray Blue painted floor.

FURNITURE:—Nursery furniture set finished in Ivory enamel consisting of crib, high chair, chiffonier and nursery chair.

DRAPERIES:—Ready-made cross bar marquisette curtains with Rose voile ruffles.

ACCESSORIES:—Pink enamel side wall fixtures.



## *\*Combination Guest Room and Sewing Room*

COLOR SCHEME:—Cream, Moss Green, Blue and Tan.

PAINTED WALL:—Cream.

WOODWORK:—Rich Cream.

RUGS:—Small rag rugs, hit or miss pattern. Floor painted Moss Green.

FURNITURE:—Sliding couch upholstered in cretonne. chest of drawers; Martha Washington sewing cabinet; electric console table sewing machine, Walnut finish. Reed rocker in Golden Brown.

DRAPERIES:—Striped Blue floral cretonne. Natural Tan pongee glass curtains.

ACCESSORIES:—Dresser lamp, Mahogany base, Old Rose shade. Mirror in Blue finish frame. Side wall fixtures Ivory enamel.

## *\*Combination Study and Bedroom for Older Girl or Boy*

COLOR-SCHEME:—Blue, Gray and Rose.

WALL PAPER:—Delicate mottled Green, Blue and Rose effect.

WOODWORK:—Light Gray.

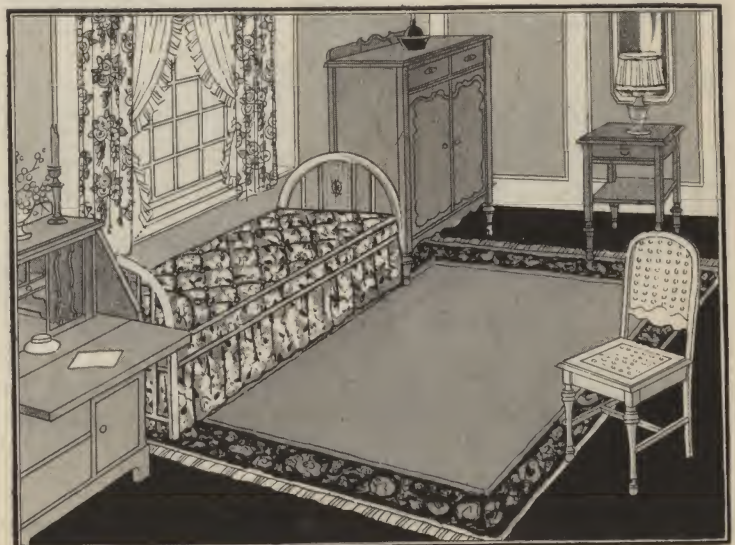
RUG:—Seamless, wool and fibre rug; Blue background.

FURNITURE:—Walnut finish day bed; felted mattress and floral cretonne. Desk, chiffonette, table and chair in American Walnut finish.

DRAPERIES:—Gray and Blue cretonne side draperies; ruffled marquisette glass curtains.

ACCESSORIES:—Blue pottery lamp with Old Rose shade. Brown polychrome mirror; Mahogany candlesticks.

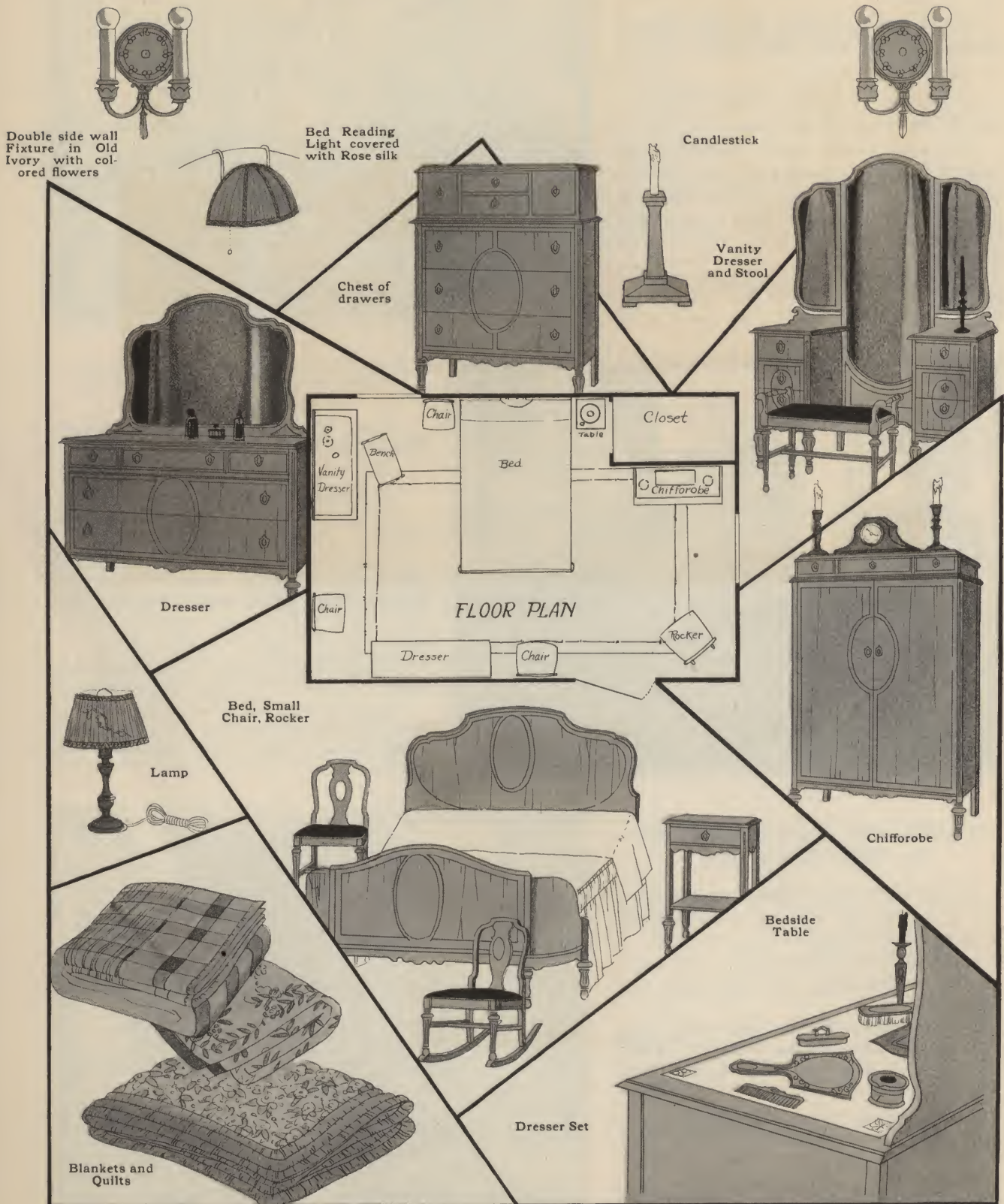
Furnishings by Sears, Roebuck and Co.





# BEDROOM FURNISHINGS

*Bedroom furnishings in room illustrated on opposite page and FLOOR PLAN of complete room.*



\*See Budget page 24 for prices.



# THE BEDROOM



*Luxuriously Furnished Bedroom in Pale Green, Golden Yellow, Old Rose, Taupe and Gray*

THIS guest or master bedroom illustrates how much can be accomplished with simple furnishings when these are tastefully selected for their color harmony and are properly arranged for greatest comfort as well as the most pleasing effect.

Light Green painted walls and Ivory woodwork give a refreshing note to a bedroom.

Rug is a two-tone Taupe velvet.

The draperies and bedspread combine a flowered cretonne and Golden Yellow sateen. Gold marquissette glass curtains.

## CLOUDLAND DESIGN



*Additional suggestion for wall-paper which could be substituted for the painted wall in above room.*

WHAT guest wouldn't feel at home among these surroundings? And the thrill of pride you will experience every time you enter this beautiful room will well repay you for the cost which, after all, is comparatively small.

The bedroom suite is of substantial character and simple and graceful lines in beautifully blended antique Walnut finish.

Chair seats upholstered in Jacquard velour.

The room radiates cheerful restfulness in refined taste.



## NEW ROOMS FOR OLD

MANY people delay the refurnishing of their homes until such a time as they can afford to buy complete new furnishings, and while they are waiting for their ship to come in, live amid home surroundings which afford them neither pride nor pleasure.

It is not necessary to wait until one can completely refurnish a room. A new, decorative scheme can be built up gradually and the old furnishings kept in harmony with the new additions by the use of paint and cretonne.

Fresh paint or wall-paper is necessary every few years and this should be selected with the new decorative scheme in mind. The floor covering is the one thing in the room which cannot be camouflaged and therefore, the first expenditure should be for a good carpet or rug.



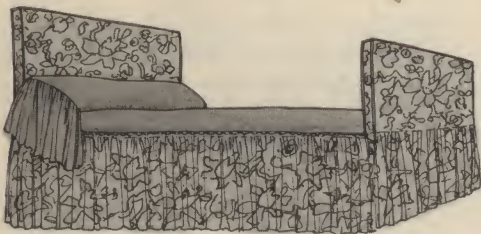
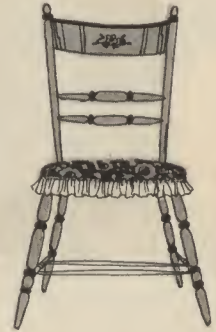
### *Refinishing Old Furniture*

Painted furniture is exceedingly popular today and much more pleasing in a decorative scheme than the old fashioned highly glossed wood finishes. An old, golden oak bureau can be made into a modern and decorative chest of drawers by sawing off the up-rights which support the mirror and hanging the mirror directly upon the wall.

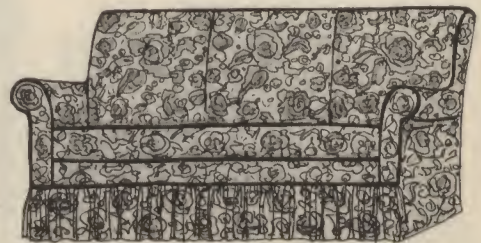
The old finish can be removed with varnish remover and scraped down to bare wood. When the surface has been scraped clean, it should be sponged off with benzine or denatured alcohol, according to the instructions on the varnish remover. The surface should be smoothed with sandpaper and a thin priming coat of the desired color applied, followed with a second and third coat. A final coat of enamel, matching the foundation coats in color, will give a professional appearance to the job.

Small floral designs are attractive on bedroom or breakfast room furniture, and these can be readily applied with Decalcamania Transfers. These Transfers can be purchased in a wide variety of designs and colorings suitable for furniture decoration. The application is simple and the work quickly completed.

Ivory, Cream, Light Green, Light Blue or Lilac furniture fit well into a bedroom or breakfast room color scheme.



Shabby or unattractive metal beds, sofas and arm chairs can be transformed into presentable pieces of furniture by the use of cretonne slip covers.



A slip cover for a metal bed is made to conceal the head and foot uprights. A ruffle can be attached to the metal frame at the sides or to the bedspread. A combination of figured and plain material relieves the monotony of too much pattern.

The material from which the slip cover is to be made, is usually pinned into position directly upon the furniture,

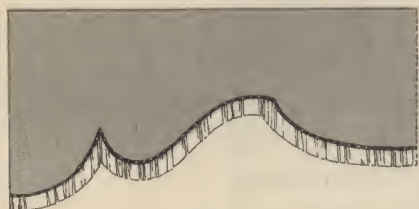


and then carefully cut allowing sufficient leeway for French seams.

The French seams can be stitched on the right side, making a neat finish for each seam or they can be stitched on the wrong side and the seams covered with cotton upholstery braid. A ruffled finish adds to the appearance of the slip cover. Loose cushions are covered separately.



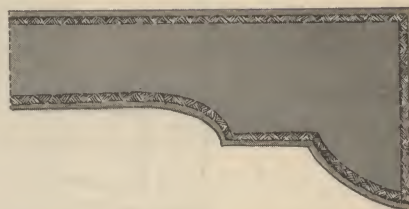
# How to Make Window Draperies, Bedspreads and Pillows



*Valance finished with French heading.*



*Shaped valance trimmed with fringe.*



*Shaped valance trimmed with flat braid or band of contrasting material*



*Scalloped valance with applied cretonne motifs.*

**W**INDOW draperies add tremendously to the finished appearance of a room and also offer the opportunity for introducing gay and cheerful colors and designs. Overdraperies are made of cretonne, damasks and medium weight sunfast rayon and cotton drapery materials. Any drapery material can be used providing it has sufficient weight not to appear flimsy, and is in clear pleasant colorings.

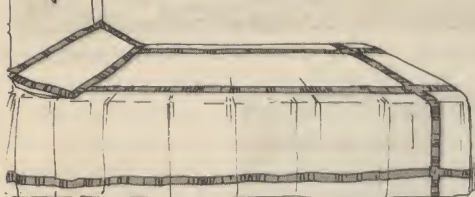
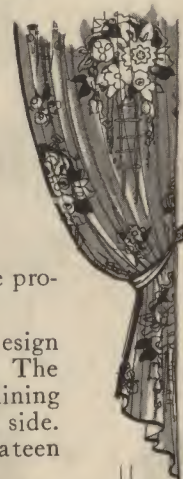
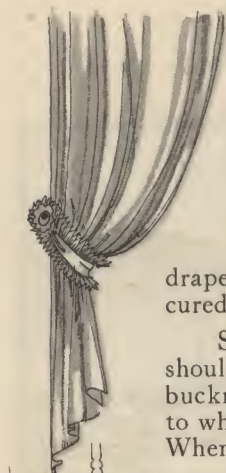
A valance and side draperies complete a window picture and allow for interesting and attractive Color Harmony providing both the material selected for the overdrapes and glass curtains are chosen with that in mind.

**V**ALANCES can be made in a wide variety of types. The simplest type is the straight piece with deep heading and casing through which rod is slipped and fullness arranged on rod. A **FRENCH HEADING** adds to the appearance of a simple valance. This is made by arranging the fullness in deep plaits. These plaits are caught together on the wrong side and attached to the rod by hooks or rings.

A simple valance, extending in full width of the window, side draperies and glass curtains require a *triple* curtain rod. These rods can be procured in extension type and adjusted to fit the window.

Shaped valances are not as difficult to make as they appear. The design should be sketched on heavy wrapping paper and then cut out of buckram. The buckram pattern should be used for cutting material and it also acts as a lining to which the material is attached with long, running stitches on the wrong side. When the trimming has been sewed on, the buckram back is covered with a sateen

lining. The shaped valance should be put up on a narrow board fastened to the top of the window casement. The valance is attached to the board by tacks or screw eyes.



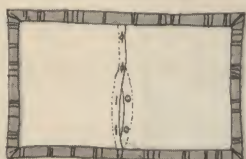
*Bedspread trimmed with bands of material of contrasting color.*



*Bedspread made of combination of plain and figured material.*

**A** colorful and attractive bedspread and pillows dresses up the simplest bedroom. Simple, ruffled bedspreads of attractive cretonne or plain colored cottons or rayons which harmonize with the window draperies are always effective.

Sateen, unbleached muslin, cotton rep or poplin, chambray or voile make attractive bedspreads when properly designed, trimmed and finished. Bedroom colors should always be dainty and fresh. A few decorative pillows add to the appearance of the bed and are particularly suitable for day beds.



*Pillow cover to slip over night pillow.*

A delicate and harmonious Color Scheme, carried out in simple, colorful materials, will transform any bedroom into a delightful place in which to sleep and wake.

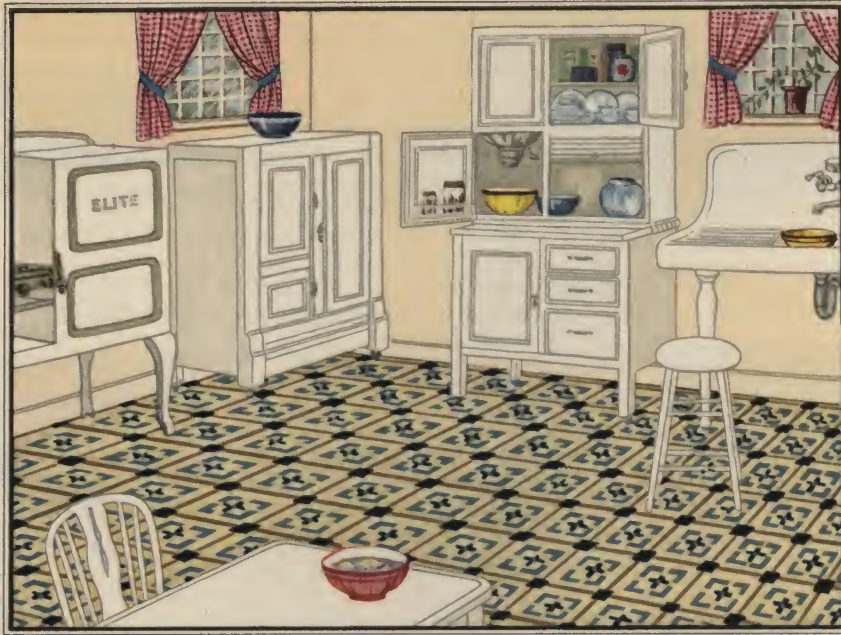


*Petal pillow made of contrasting colors.*

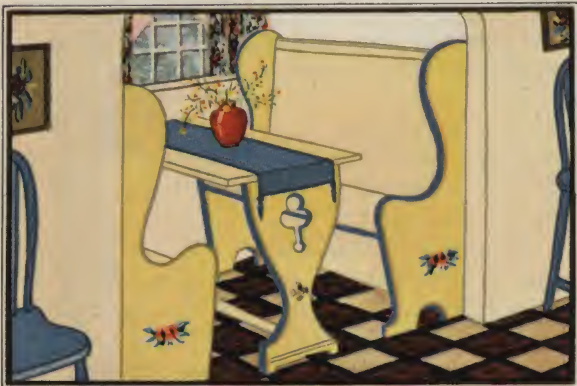
The attractive pillow illustrated above is made from contrasting colors of silk or sateen cut in graduated scallops and sewed to a circular foundation.



# ATTRACTIVE KITCHENS AND BATHROOMS



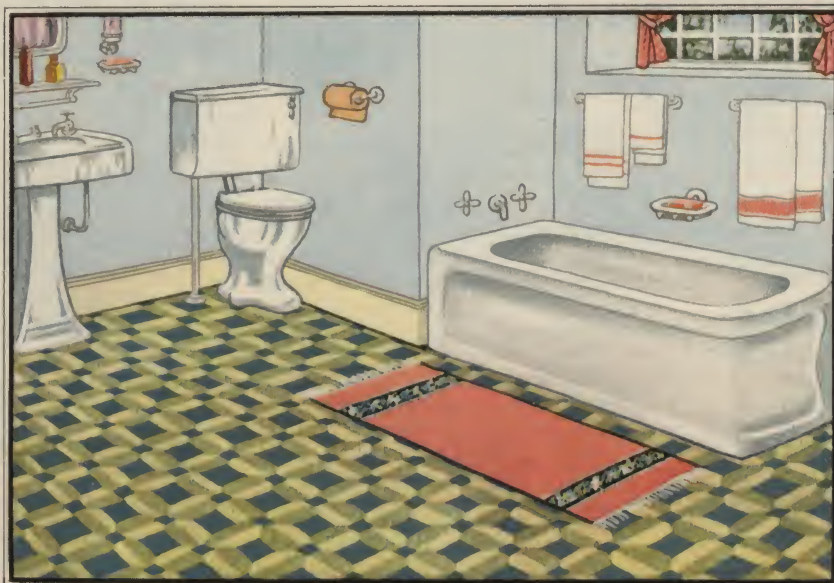
Any housewife could be proud of this crisp, clean and cheerful kitchen with its up-to-date white enamel stove, refrigerator and kitchen cabinet.\*



Colorful breakfast alcove which starts the day right for every member of the family and saves steps for mother.\*



Modernly equipped laundry which eliminates the drudgery and discomfort of wash day.



Light walls, White woodwork, a smart pattern in linoleum, modern fittings and colorful towels, sash curtains and bath rug transform old and dingy bathrooms into attractive modern ones.\*

\*See Budget page 24 for prices.

Furnishings by Sears, Roebuck and Co.



# THE MODERN KITCHEN AND BATHROOM

## Economy of Modern Kitchens

**M**ORE hours of a busy housewife's day are spent in the kitchen than in any other room in the house. The comfort, convenience and pleasantness of this room is of utmost importance in a well managed and happy household.

A good stove saves fuel. A good refrigerator saves ice and food. A commodious kitchen cabinet saves steps and wear and tear on the housewife's nerves. A good quality inlaid linoleum lasts indefinitely, is easily cleaned, and besides giving a neat appearance to the kitchen absorbs shocks and reduces strain on both nerves and feet.

Washing machines have abolished the bugbear of wash day and electric irons the discomfort of ironing day.

The breakfast alcove saves time and energy and wear on the dining room furniture—especially where there are young children in the house.

## Pleasant Surroundings Make Work a Pleasure

There is no reason why the kitchen should be neglected in a decorative plan of the house. It can easily be made a cheerful and delightful place in which to work by the selection of a pleasant color for walls and woodwork, a neat patterned linoleum for the floor and bright curtains and kitchen crockery.

The walls of the kitchen illustrated on the opposite page are painted Cream and the woodwork enamelled White. Blue and Tan inlaid linoleum covers the floor. The curtains are Red and White checked gingham. The White enamelled refrigerator, stove and kitchen cabinet cost only a few dollars more than the darker finishes.

Cleanliness is of course the first essential of every kitchen, but some kitchens never give the appearance of immaculate cleanliness, no matter how much work is expended upon them. This is because the walls and woodwork are not finished in fresh and clean color, and the floor is of such a nature that it cannot be made to look fresh and spotless.

While light finishes show the soil quicker than dark ones, they repay the housewife for their care by their gratifying appearance. A good housewife takes as much pride in the appearance of her kitchen as her living room. Bright ginghams and plain colored oilcloths give a kitchen a colorful and well furnished appearance.

If there is an available nook in the kitchen or pantry for a breakfast alcove, the one on the opposite page can be bought all ready to install. If the alcove is placed in the kitchen, it should be painted the same color as the kitchen walls or woodwork. The small floral designs which add

greatly to its charm can be hand painted if one is clever with the brush or transferred directly on the painted wood with Decalcomania Transfer Designs.

The Red and Tan tile patterned linoleum in the alcove illustrated; Red, Blue and Tan cretonne curtains and Blue linen table runner offer a gay and pleasant color selection. A cheerful breakfast starts the day right.

There is no reason why the modern laundry also, should not come in for its share of decoration. The washing machine, laundry gas stove, electric iron and folding ironing board have eliminated the drudgery and distaste of wash-day and the laundry now can be as crisp, neat and attractive as any other room in the house. Light walls, a neat patterned linoleum and gingham curtains transform a dingy basement into a dignified place to work.

The walls in the laundry illustrated are Pearl Gray harmonizing with the finish of the washing machine. The blocked Blue, Gray and Buff linoleum is cemented to the concrete floor. Bright Blue chambray curtains enliven the window through which one gets a glimpse of a flower bed.

## The Bathroom Should Also Be Colorful

No self-respecting house can afford to have an ugly bathroom. It may not boast of a tile wainscoting and floor, but modern plumbing fixtures are no longer a luxury and paint and linoleum can accomplish wonders.

Bathroom walls should be painted with an oil paint and preferably finished with enamel. Light Blue, Pink, Green, Lilac, Rich Cream or White are all desirable selections for bathroom walls. The woodwork should be enamelled White. Towels, washable bathroom rugs and muslin sash curtains afford the opportunity of introducing a contrasting color into the decoration.

The walls of the bathroom illustrated on the opposite page are Light Blue and the linoleum a Blue and Gray blocked pattern. The Pink bordered towels, Pink rug and sash curtains add to the colorful effect.

Blue bordered towels may be used in a Pink, Cream or White bathroom; Gold bordered towels add to the appearance of a Green or Lilac bathroom.

Rag rugs, either woven or braided, are practical and attractive for bathrooms. They can be procured in soft Pinks and Blues. Ruffled sash curtains can be made of printed voiles in small patterns and delicate colorings, or any other sheer wash materials such as dotted swiss, dimity and cross barred lawns.

An unsightly bathroom is inexcusable in this day and age. Old fashioned bathrooms are easily and inexpensively renovated and made to include all the desired features and appearance of a modern bathroom.



# LIVING ROOM, HALL, SUN AND BREAKFAST ROOM BUDGETS\*

## LIVING ROOM.

(Illustrated on pages 4-5)

	Article	Description	Price
Furniture	Upholstered Davenport	Carved Walnut	\$130.00
	Matching Side Chair	Figured Seats	73.00
	Davenport Table	Walnut Finish	18.00
	Truphonic Phonograph	Walnut, Console	100.00
	Spinet Desk	Walnut Finish	37.00
	Spinet Desk Chair	Walnut Finish	4.75
	Small 6 Sided Table	Walnut Finish	6.75
	Fernery	Hardwood	8.00
	Piano and Bench	Walnut Finish	335.00
	Bookcase	Walnut Finish	23.00
	Fireside Chair	Walnut Finish	14.00
	Half round Table	Walnut Finish	3.50
Accessories	Side Wall Lighting Fixture	Dull Gold and Polychrome touches	6.00
	Central Lighting Fixture	Dull Gold and Polychrome touches	16.00
	Flower Bowl	Iridescent Glass	1.50
	Clock	Solid Mahogany	38.00
	Floor Lamp	Dull Gold	15.00
	Iron Bridge Lamp	Bronze Finish	9.25
	Candlestick	Solid Mahogany per pair	2.00
	Table Lamp	Ebony Base	13.50
	Ash Tray	Nickel plated	.70
	Mirror	Polychrome	9.50
Carpet	Seamless Wilton	Mulberry, (9 ft. wide)	5.50
Draperies	Velvet Broadloom	Per running foot.	
	Sunfast Rayon	Mulberry and Gold (50 in.).	Per yard 2.30
	Damask	Cream, Per yard	.70
	Glass Curtains		

## A WELL FURNISHED LIVING ROOM

(Illustrated on page 6)

Furniture	Davenport and Easy Chair	Blue, self-toned	\$ 65.00
	Bookcase (2)	Davenport	
	Phonograph	Figured Velour Chair	38.00
	Fernery	Walnut Finish	13.00
	Desk Chair	Walnut, upright	60.00
	End Table	Walnut Finish	8.00
Rug	Rug	Walnut Finish	4.75
Accessories	Mirror	Two-tone Walnut	5.00
	Floor Lamp	Two-tone Velvet	35.00
	Clock	Golden Polychrome	12.50
	Fire Irons and Coal Chest	Iron Base	15.00
	Side Wall Fixtures	Rubbed Mahogany	8.50
	Wall Paper	Bronze and	16.50
	Draperies	Mahogany Color	
	Glass Curtains	Antique Green, Gold	4.00
		Per roll	.30
		Per yard	2.35
		Per yard	.70

## A COSY AND DELIGHTFUL COTTAGE

### LIVING ROOM

(Illustrated on page 6)

Furniture	Davenport and Easy Chair	Mulberry Velour	\$ 57.00
	Gateleg Table	Upholstery.	29.00
	Davenport Table	Mahogany Finish	14.00
	Secretary	Mahogany Finish	11.00
	Desk Chair	Mahogany Finish	33.00
	Bookcase	Mahogany Finish	4.65
Rug	Rug	Mahogany Finish	23.00
Accessories	Table Lamp	Seamless Velvet	43.00
	Lighting Fixtures	Black Pottery Base	6.75
	Candlesticks	Antique Green, Gold	5.25
	Flower Bowl	Solid Mahogany	2.00
	Draperies, Cretonne	Blue Glass	1.50
	Window Shades	Per yard	.45
		Scalloped	.85

## A CHEERFUL AND COMFORTABLE

### FARMHOUSE LIVING ROOM

(Illustrated on page 6)

Furniture	Rocker	Spanish Leather	\$ 27.00
	Easy Chair	Velour Upholstery	33.00
	End Table	Mahogany Finish	3.65
	Fernery	Fibre-craft,	6.50
	Parlor Stove	Phonograph style	69.00
Rug	Rug	Axminster	37.00
Accessories	Oil Lamp	Nickel plated	3.85
	Player Piano	Mahogany Finish	450.00

## SMALL HALL

(Illustrated on page 7)

	Article	Description	Price
Wall Paper	Wall Paper	Per roll	\$ .30
	Draperies	Per yard	.40
	Glass Curtains	Per yard	.35
Furniture	Gateleg Table	Walnut Finish	10.00
	Telephone Stand	Fawn Gray	20.00
Rug	Velvet Rug	Oriental Design	7.50
Accessories	Flower Bowl	Deep Blue Pottery	1.35
	Table Lamp	Blue Pottery Base	1.75

## LARGER HALL

(Illustrated on page 7)

Furniture	Chair	Tudor; Walnut Finish; Tapestry Upholstery	\$ 7.50
	Console	Dull Walnut	39.50
Rug	Velvet Rug	Chinese Design	5.00
Accessories	Fish Bowl	Round, Clear Glass	1.25
	Mirror	Silver Polychrome	10.00
	Candlesticks	Hammered Effect	2.75

## A SPACIOUS AND ATTRACTIVE

### SUN ROOM

(Illustrated on page 7)

Furniture	Fibre-craft Suite	Light Taupe Cretonne Upholstery	\$ 77.00
	Fernery	Ivory Enamel	6.50
Rug	Crex Grass	Floral Design, Blue	10.50
Hangings	Cretonne	Per yard	.60

## A SUN ROOM ADJOINING THE

### LIVING ROOM

(Illustrated on page 7)

Furniture	Chair	Reed, Cretonne	\$ 14.50
	Round Table	Upholstery	
		Reed, Golden	9.00
Rug	Fernery and Bird Cage	Brown	
		Reed, Golden	16.00
		Brown	
Linoleum	Japanese Grass	Seamless (5½ x 9 ft.)	2.50
		(9 x 12 ft.)	5.25
Draperies	Inlaid Linoleum	Per running foot	.95
	Drapery Poplin	Per yard	.60

## AN ALCOVE SUN ROOM

(Illustrated on page 7)

Furniture	Desk	Fibre-craft, Brown	\$10.00
	Chair	Fibre-craft, Brown	5.50
	Rocker	Fibre-craft, Brown	9.50
Linoleum	Linoleum	Inlaid, Per running foot	.95
	Draperies	Cretonne	
Accessories		Blue and Poppy	.30
		Red, Per yard	
	Fern Dish	Cream Color	2.50

## A MODERN COLORFUL BREAKFAST ROOM

(Illustrated on page 11)

Furniture	Breakfast Room Set	Ivory, Blue Trim	\$20.00
	Reed Easy Chair	Golden Brown	14.50
	Fernery	Fibre-craft, Brown	6.00
	Bird Cage	Brass	7.50
Rug	Wool and Fibre	Taupe (9 x 12 ft.)	22.00
Accessories	Console Set	Candlesticks and Bowl	1.90
	Side Wall Fixtures	Ivory Finish	3.50
Draperies	Poplin	Per yard	.57
	Cretonne	Per yard	.45

## AN ALCOVE BREAKFAST ROOM

(Illustrated on page 11)

Furniture	Breakfast Room Set	Walnut Finish	\$25.00
	Rug	Wool and Fibre	Blue (9 x 12 ft.) 16.00
Accessories	Side Wall Fixtures	Antique Green Gold	5.25
	Draperies	Pongee	Per yard .40

## PANTRY BREAKFAST ROOM

(Illustrated on page 11)

Furniture	Breakfast Room set	Cafe-au-Lait	\$ 25.00
	Fernery	Fibre-craft, Brown	2.50
Rug	Felt Base Rug	Gray and Black	11.50
Draperies	Marquisette	White Ground	1.35

\*The above prices are approximate and are about what you should pay for merchandise of the quality illustrated.



# DINING ROOM AND BEDROOM BUDGETS\*

## LUXURIOUSLY FURNISHED DINING ROOM

(Illustrated on pages 8-9)

	Article	Description	Price
Furniture	Dining Room Suite:		
	Table	Walnut Finish	\$38.00
	Host Chair	Spanish Leather Seats	9.00
	Side Chairs	Spanish Leather Seats, each	5.75
	Buffet	22 x 66 in. Top	45.00
	China Cabinet	Glass Front	28.00
	Tea Wagon	Walnut Finish	18.50
Rug	Karnak Worsted	Blue Background (9 x 12 ft.)	110.00
	Wilton		
Accessories	Central Lighting	Antique Gold with Polychrome Touches	15.75
	Fixtures	Antique Gold	5.75
	Side Wall Fixtures	Brown Polychrome	9.50
	Mirror	Solid Silver, each	2.75
	Candlesticks	Silver Plated	24.00
	Coffee Set	Silver Plated	7.25
	Fruit Basket	Silver Plated	9.00
	Flower Basket		
Wall Paper	Beachwood Design	For a 12 x 14 x 9 ft. high room	3.00
	East of Mandalay	For a 12 x 14 x 9 ft. high room	5.50
Draperies	Rayon	Per yard	.87
	Austrian Shades	Natural Color, each	2.35
	Silver Table Service	Community Plate	32.00
	China (100-Pieces)	Brown and Gold	38.00
	Glasses	Border Per dozen	4.50

## BEAUTIFULLY FURNISHED DINING ROOM

(Illustrated on page 10)

Furniture	Buffet	American Walnut	\$53.00
	China Cabinet	American Walnut	42.00
	Table	American Walnut 6 ft. Extension	40.00
	Chair	American Walnut	9.50
	Host Chair	American Walnut	8.75
	Server	American Walnut	23.00
Rug	Seamless Velvet Rug	Chinese Design	42.00
Accessories	Coffee Set	Silver Plated	25.00
	Candlesticks	Colonial Design, each	1.90
	Flower Basket	Silver Plated	9.00
	Mirror	Silver and Gold	9.50
Draperies	Poplin	Per yard	.69
	Cretonne	Per yard	.45
	Marquiesette	Per yard	.55

## COMBINATION LIVING AND DINING ROOM

(Illustrated on page 10)

Furniture	Gateleg Table	Walnut Finish	\$10.00
	Server	American Walnut	18.50
	Period Chair	American Walnut, each	7.50
	Tapestry, each		7.00
	Arm Chair	Walnut Finish	14.00
	Secretary	Walnut Finish	47.00
	Easy Chair	Velour Upholstery	20.00
Rug	Seamless Axminster	Taupe and Blue	43.00
Accessories	Mirror	Silver	6.65
	Floor Lamp	Dull Gold and Black Stand	9.50
	Smoker Stand	Black and Gold	2.00
	Candlesticks	Silver Plated, each	2.85
Wall Paper	Waverly	For a 12 x 14 x 9 ft. high room	5.00
Draperies	Rayon	Blue (36 in.) Per yard	.90

## CHEERFUL AND TASTEFUL FARMHOUSE DINING ROOM

(Illustrated on page 10)

Furniture	Buffet	American Walnut	\$29.00
	China Cabinet	American Walnut	24.00
	Extension Table	American Walnut	22.00
	Dining Chair	American Walnut, each	3.50
	Host Chair	American Walnut	5.00
	Fernery	Golden Brown	3.65
	Tea Wagon	Walnut Finish	18.00
Rug	Seamless Velvet Rug	(9 x 12 ft.)	30.00
Accessories	Coffee Set	Silver Plated	12.00
	Candlesticks	Colonial Design, each	1.90
	Fruit Bowl	Silver Plated	6.75
	Fern Dish	Cream Color	2.50
Draperies	Drapery Poplin	Green (36 in.) Per yard	.60
	Cretonne	Green and Tan (34 in.) Per yard	.45
	Plain Curtain Voile	Beige (38 in.) Per yard	.30

## WELL FURNISHED BEDROOM

(Illustrated on page 14)

Furniture	Bed	French Walnut	\$42.00
	Vanity Dresser	French Walnut	60.00
	Chifforobe	French Walnut	45.00
	Bench	French Walnut	12.00
	Chair	French Walnut	12.50
Rug	Wool and Fibre	Taupe, (9 x 12 ft.)	15.00
Wall Paper	Floral Pattern	For a 12 x 14 x 9 ft. high room	3.00
Draperies	Cross Bar Marquiesette	Blue Woven Dots	1.75
Bedspread	Drapery Shantung	Rose (35 in.) Per yard	.55

## GAY AND CHARMING BEDROOM

(Illustrated on page 14)

	Article	Description	Price
Furniture	Bow End Bed	French Walnut	\$36.00
	Chifforobe	French Walnut	39.50
	Vanity Dresser	French Walnut	50.00
	Bench	French Walnut	7.00
	Chair	French Walnut	7.25
	Night Table	French Walnut	9.00
	Cedar Chest	Walnut Finish	22.00
Rug	Wool and Fibre	(4½ x 7½ ft.)	7.00
Draperies	Irish Linen	Lilac (36 in.) Per yard	1.00
	Linen	Lilac (36 in.) Per yard	1.00
Curtains	Plain Curtain Voile	Cream (38 in.) Per yard	.30
Bedspread	Plain Color Voile	Orchid (39 in.) Per yard	.50

## QUAINT AND DELIGHTFUL COUNTRY HOUSE BEDROOM

(Illustrated on page 14)

Furniture	Bed	American Walnut	\$19.00
	Vanity Dresser	American Walnut	22.00
	Chest of Drawers	American Walnut	17.65
Rug	Wool and Fibre	Blue (7½ x 9 ft.)	14.00
Wall Paper	Figured Pattern	For a 12 x 14 x 9 ft. high room	4.00
Draperies	Indian Head	Blue (36 in.) Per yard	.45
Curtains	Plain Marquiesette	Cream (36 in.) Per yard	.20
Springs range in price from \$2.00 to \$13.00, according to size and quality.			
Mattresses range in price from \$4.50 to \$22.50 according to size and quality.			

## DELIGHTFUL AND CONVENIENT NURSERY

(Illustrated on page 15)

Furniture	Crib	Ivory Enamelled	\$14.00
	Mattress to Fit		4.00
	Chiffonier		15.00
	High Chair		5.00
	Nursery Chair		2.25
Rug	Rag Rug	Hit or Miss Pattern	9.50
Accessories	Side Wall Fixtures	Pink Tint, each	1.75
Wall Paper	Small Figured Pattern	For a 19 x 14 x 9 ft. high room	2.00
Draperies	Ruffled Ready-made	Cross Bar Marquiesette, Per set	.95
	Curtains		
	Esmond Crib Blanket	Pink Bound with Sateen, each	2.00

## COMBINATION GUEST AND SEWING ROOM

(Illustrated on page 15)

Furniture	Steel Sliding Couch	Cretonne Pad and Flounce	\$14.00
	Chest of Drawers	American Walnut	24.00
	Electric Console	American Walnut	60.00
	Sewing Machine		
	Martha Washington	Walnut Finish	10.00
	Sewing Table		
	Reed Rocker	Golden Brown	9.00
Rug	Small Rag Rug	Hit or Miss Pattern	2.75
Accessories	Dresser Lamp	Mahogany Base; Old Rose Shade	2.25
	Mirror	Blue Finish	4.75
	Side Wall Fixtures	Ivory Enamel	3.35
Draperies	Cretonne	Blue (41 in.) Per yard	.35
	Pongee	Per yard	.65

## COMBINATION STUDY AND BEDROOM

(Illustrated on page 15)

Furniture	Day Bed	Walnut Finish	\$27.00
	Desk	Floral Cretonne	23.00
	Chifforobe	Walnut Finish	28.00
	Table	American Walnut	9.00
	Chair	American Walnut	8.00
Rug	Wool and Fibre	Blue (4½ x 7½ ft.)	7.00
Accessories	Lamp	Blue Pottery Base; Old Rose Shade	1.75
	Mirror	Brown Polychrome	3.00
	Candlestick	Solid Mahogany	3.25
Wall Paper	Soft Mottled Design	For a 12 x 14 x 9 ft. high room	4.00
Draperies	Cretonne	(35 in.) Per yard	.45
	Ready-made Curtains	Per set	1.40

\*The above prices are approximate and are about what you should pay for merchandise of the quality illustrated.



# KITCHEN, LAUNDRY AND BATHROOM BUDGET\*

*Dining Room and Bedroom Budget  
(Continued from previous page)*

## LUXURIOUSLY FURNISHED BEDROOM

*(Illustrated on pages 16-17)*

	Article	Description	Price
Furniture	Bed, Bow End	Blended Walnut	\$38.00
	Dresser	Blended Walnut	56.00
	Chiffonobe	Blended Walnut	44.00
	Dressing Table	Blended Walnut	59.00
	Chest of Drawers	Blended Walnut	40.00
	Rocker	Velour Seat	12.00
	Chair	Velour Seat	12.00
	Stand	Blended Walnut	15.00
	Bench (Dressing Table)	Blended Walnut	11.00
	Crib Blanket	Pink or Blue	2.00
Accessories	Bed Blanket	Cotton Plaid, Per pair	2.50
	Comforter	Rose, Blue, Gold, Lavender	3.75
	Side Wall Brackets	Old Ivory	7.00
	Dresser Set, 3 Pieces	Clock, 2 Candlesticks, Mahogany Finish, Per set	6.00
	Bedshade	Old Rose Silk	2.75
	Table Lamp	Old Rose Silk Shade	2.25
	Dresser Set	Mayflower Pattern (10 Pieces)	26.00
Wall Paper	Choice of Wall Paper	For a 12 x 14 x 9 ft. high room	4.00
Rug	Seamless, Velvet	Two-tone Taupe (9 x 12 ft.)	35.00
Draperies	Sateen	Yellow (36 in.) Per yard	.25
	Cretonne	Gray and Yellow (35 in.) Per yard	.45
	French Marquisette	Gold (38 in.) Per yard	.55

## KITCHEN

*(Illustrated on page 20)*

Furniture	Elite Gas Range	Snow White Porcelain Enamel; Gray Enamelled Door Frames	\$80.00
	Kitchen Cabinet	White Enamel	25.00
	Table	White Enamel	9.00
	Chair	White Enamel	2.75
	Stool (Kitchen)	White Enamel	1.70
	Refrigerator	White Enamel	53.00
	Hollywood Double Drawboard Sink	White Enamel (62 in.)	54.00
	Inlaid Linoleum	Tan, Blue and Black Color Combination (12 ft. width)	2.45
		Per running foot	1.90
		Per Square yard	.34
Floor Covering			
Draperies	Gingham	Red and White Checked (32 in.) Per yard	.34

## COLORFUL BREAKFAST ALCOVE

*(Illustrated on page 20)*

	Article	Description	Price
Furniture	Built-in Breakfast Alcove Set	Deep Cream	\$25.00
Floor Covering	Straight Line Inlaid Linoleum	Terra Cotta and Sand, Striped in Black (6 ft. width) Per running foot	.95
Draperies	Drapery Cretonne	Blue and Poppy Red (35 in.) Per yard	.39
	Glass Curtains	Ruffled Cross Bar Curtain Marquisette (29 in.) Per yard	.20
Accessories	Linen Table Runner	Alice Blue (36 in.) Per yard	1.00

## LAUNDRY

*(Illustrated on page 20)*

Furniture	Liberty Electric Washing Machine	Iron Construction painted in Battleship Gray	\$85.00
	Laundry Tubs	Gray (48 in. length)	14.00
	Laundry Stove	3-burner Gas	6.50
	Ironing Board	Folding	2.75
Accessories	Electric Iron	Nickel-plated Ebonized Wood Handle	2.50
Floor Covering	Straight-line Inlaid Linoleum	Ivory and Blue (6 ft. width) Per running foot	1.15
Draperies	Chambray	Light Blue	.15

## ATTRACTIVE MODERN BATHROOM

*(Illustrated on page 20)*

Furniture	Ambassador Bathroom Outfit	White Porcelain, Wash Stand; Toilet; Built-in Bathtub Complete	\$133.00
Accessories	Bath Stool	White Enamel	2.15
	Opal Glass Shelf	White	3.00
	Toilet Paper Holder	White Enamelled; Brass Fittings	.35
	Soap Dish	White Enamelled; Opal Dish	.90
	Glass Holder and Soap Dish	White	2.20
	Mirror, Oblong	White Enamel (12 x 20 in.)	4.50
	Towel Bars	Opal Glass (18 in.)	.75
Floor Covering	Inlaid Linoleum	Blue and Sand (6 ft. width) Per running foot	1.25
	Rag Carpet Rug	Rose, Chenille Border (30 x 60 in.)	3.35
Draperies	Dotted Voile	Rose (39 in.) (Per yard)	.28
Towels	Huck Face Towel	Red Borders (For six)	.70
	Turkish Bath Towel	Pink Borders	.36

## A \$500 Budget For Complete Furnishings of a Five-Room Home

### LIVING ROOM

Day Bed, Velour Upholstery  
Two Reed Armchairs  
Spinnet Desk  
Spinnet Desk Chair  
Gateleg Table  
Mirror  
Rug—Wool and Fibre

Total.....\$140.00

### DINING ROOM

Buffet  
Extension Table  
Five Dining Chairs  
Arm Chair  
Wool and Fibre Rug

Total.....\$88.00

### BEDROOM

Bed  
Dresser  
Chiffonette  
Bedroom Chair  
Rag Rug (3 x 6 ft.)  
Spring  
Mattress  
Pair of Pillows  
Blanket  
Comforter

Total.....\$98.00

### KITCHEN

Gas Range  
Kitchen Table  
Chair  
Stool  
Refrigerator  
Felt Base Rug  
Kitchen Utensils

Total.....\$84.00

### BATHROOM

Rug  
Soap Dish  
Soap Dish  
Stool  
Towel Rack

Total.....\$5.00

### LINEN

6 Double Sheets  
4 Single Sheets  
9 Hemstitched Pillow Cases  
9 Linen Huck Towels  
3 Linen Guest Towels  
6 Bath Towels  
6 Wash Cloths

### TABLEWARE

6 Dish Towels  
6 Glass Towels  
6 Dish Cloths  
2 Breakfast Sets  
1 White Linen Set (Damask)

Total.....\$43.35

### TABLEWARE

Silver Tableware Set (26 Pieces)  
56-Piece China Set

Total.....\$11.65

Allowance for Curtains and Draperies \$30.00

LIVING ROOM.....	\$140.00
DINING ROOM.....	88.00
KITCHEN.....	84.00
BEDROOM.....	98.00
BATHROOM.....	5.00
LINEN AND TABLEWARE.....	55.00
Total.....	\$470.00

\*The above prices are approximate and are about what you would pay for merchandise of the quality illustrated.







